



# Aus4Equality|GREAT Partnering for Change



## Community-Based Tourism to Create Income and Jobs for Ha Nhi Ethnic Minority Women

### Department of Culture and Information, Bat Xat District

#### Opportunity

There is a real opportunity to develop tourism in Y Ty to bring benefits to ethnic minority women. Tourism can also help maintain areas of high conservation value and protect local culture if done responsibly.

Y Ty District borders China and is approximately 70 km from the tourism centre of Sa Pa. The area has started to attract a growing number of day visitors due to the stunning mountainous landscapes, pleasant climate and the unique cultural identity of the Ha Nhi ethnic minority, that number just over 20,000 across Vietnam.

**The project aims to turn Y Ty into an overnight destination for both domestic and international visitors to maximise the economic impact of tourism to the local community.**

#### Challenges

Despite Y Ty's natural beauty and the cultural attractions of the Ha Nhi people, including their traditional mud-brick homes, the area lacks basic accommodation and tourism services.

Local households have limited understanding of tourism and do not have ready access to finance to develop homestays or other tourism products. Currently, livestock are nearby homes, making it less safe for tourists to visit. It is also hard for international tourists to enter the border area of Lao Cai, as they need a special permit to stay overnight. Improved road access to Y Ty will also be critical in the longer term.

#### Solutions for Change

- » Establish women-run Tourism Service Groups
- » Training and coaching of women in tourism and Service Group operations
- » Improving village hygiene including separating livestock from homes
- » Support the construction of a community tourism accommodation house
- » Develop local tourism products and services
- » Connect Tourism Service Groups to tour operators
- » Identify and address policy constraints to growing tourism and investment in border areas

#### Expected Results

- » **Increased income** for 44 women, all from ethnic minority groups
- » Minimum 80% of participating women report **increased confidence**



Provincial People's Committee  
Lao Cai Province

